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Commissioner for Patents, Box AF	Jean-Marc Zimmerman, Esq.
COMPANY:	DATE:
U.S.P.T.O.	March 3, 2004
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ZIMMERMAN & LEVI, L.L.P.

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March 3, 2004

VIA FACSIMILE

Commissioner for Patents

P.O. Box 1450

Alexandria, VA 22313-1450

Re: U.S. Patent Application Serial No. 09/619,255 for System and
Method for Interactive, Computer Assisted Personalization of
On-Line Merchandise Purchases
Lin-Hendel 5

Dear Sir:

Attached please find an Amendment in response to the most recent Office Action
received in connection with the above-identified application.

Respectfully submitted,



Jean-Marc Zimmerman
Registration No. 36,978

JMZ/pf
attachment